

CEAP Implementation Plan

Urban, Land Use + Transportation

Relationship to CEAP Goals and Policies:

URBAN FORM, LAND USE & TRANSPORTATION

Goal • Reduce community and City employee vehicle miles traveled and greenhouse gas emissions.

Strategy ULT-2. Make Ashland more bike- and pedestrian-friendly.

ULT-2-2. Explore opportunities to convert to shared streets where appropriate to provide multimodal connectivity.

ULT-4-2. Revise community development plans to favor walkable neighborhoods and infill density.

CONSUMPTION & MATERIALS MANAGEMENT

Goal - Reduce consumption of climate- intensive food, products, and services.

Strategy CM-1. Reduce consumption of carbon-intensive goods and services.

Status and Next Steps

The Urban, Land Use + Transportation CEAP implementation plan includes goals and policies provides background information on land use, public transit, the fossil fueled fleet, and street design. The document also includes a listing of implementation strategies, timeframes, and, where known, an estimate of the CO₂ benefit associated with their implementation.

There are clearly challenges to moving forward with the approach described in the Plan. Key among them is informing and educating the public why the changes to the transportation system are needed to make the system itself fair, safe, a practical for use by anyone from anywhere to everywhere using any mode of travel. That is clearly not the case today.

The [Ashland Climate Action Project of Southern Oregon Climate Action Now](#) and the Ashland Bicycle Advocacy Group are hosting a webinar on August 19th from 7:00-8:30 pm, entitled “Rethinking Streets: Lessons for Ashland.” The promotional material for the webinar states:

“Across the U.S. and the world, communities ranging from small towns to large cities have implemented strategies to become easier and less stressful to get around without a car. By doing so, they've fostered more vibrant, active lifestyles, while also making meaningful reductions in traffic and local fossil fuel consumption. We can do it too, Ashland!

"To achieve our city's greenhouse gas emission reduction goals, it's imperative we take steps to make bike riding in Ashland as safe, convenient, and efficient as driving our own cars. Motorists, parents, kids, older adults, and local businesses can all benefit from street redesign.

"The City of Ashland will be updating its state-mandated Transportation System Plan over the next year and a half. This Zoom program kick-offs a campaign to elevate the voices of residents who see the need for safer streets in Ashland. Come hear about this campaign and how you can get involved!

"Guest Speaker: This presentation features [Dr. Marc Schlossberg](#), an expert in street design for sustainability. Dr. Schlossberg is a Professor of City and Regional Planning in the University of Oregon School of Planning, Public Policy and Management. He is also Co-Director of the Sustainable Cities Institute and the lead author of three [books on street redesign](#): *Rethinking Streets*, *Rethinking Streets for Bikes*, and *Rethinking Streets During COVID-19*. In 2016, Dr. Schlossberg won the University of Oregon Sustainability Award. Take a minute to hear him in this brief [YouTube video](#)."

CPC Recommended Action

I recommend that the CPC serve as a webinar sponsor. The sponsor page will clearly state that the opinions expressed in the webinar are those of Dr. Marc Schlossberg and not those of the sponsors.

I also recommend that CPC members attend this program. Click [here](#) to register.

Suggested Motion:

I move that CPC serve as an official sponsor of the 8/19 webinar entitled "Rethinking Streets."